Why plan?

Through the looking glass

- Alice: Which way should I go?
- Cat: That depends on where you're going?
- Alice: I don't know where I'm going.
- Cat: Then, it doesn't matter which way you go.
What is strategic planning?

As defined:

- **In the handbook:**
  ✓ *The procedures set forth herein are intended to help members of the Los Angeles Southwest College community to understand and implement an effective, participative, goal-driven planning and resource allocation process.*

- **By most businesses:**
  ✓ strategic planning determines where an organization is going over the next year or more, how it's going to get there and how it'll know if it got there or not.
Strategic Planning

Visualizing what needs to be done!
What guides LASC’s strategic plan?

• Mission:
THE MISSION OF LOS ANGELES SOUTHWEST COLLEGE IS TO FACILITATE STUDENT SUCCESS, ENCOURAGE LIFE-LONG LEARNING AND ENRICH THE LIVES OF ITS DIVERSE COMMUNITY.

• Vision:
Los Angeles Southwest College (LASC) is a learner-centered institution dedicated to meeting the needs of learners – the students and community who access the college for programs; and the faculty, staff and administrators who provide learning opportunities and support. We subscribe to the premise that the learner is at the center of what we do in creating opportunities, providing an environment conducive to learning and working, establishing a place where the discourse of ideas can occur and where individuals can have experiences without sacrificing their individuality. Our foundations are driven by our institutional core values. (Created 8/28/08)

• Values:
Accountability, commitment, equity, respect, excellence, integrity,
The actual plan in strategic planning!

Now what do we do again?

**Environmental Scanning**

1. Using both internal and external feedback to identify strengths and weaknesses.
   - Internal feedback?
   - External feedback?

**Strategy Formulation**

2. Given what you’ve found in the environment scan, a successful institution will match its opportunities with resources and address and resolve weaknesses and threats.

**Strategy Implementation**

3. A successful organization will develop and utilize its available resources, structure and control systems to follow strategies that will lead to competitive success and better performance.

**Assessment, Evaluation and Adjustment**

4. To evaluate, the organization will need to define the measurement parameters, target values, time periods etc.; perform those assessments and then compare to previous years.
Strategic Planning

Integrated College Operational Plan (iCOP) 2011-2014

How does LASC know when it has reached its goal?
• Core Indicators of Institutional Effectiveness
Our task today... Improve our Process!
Where does the information come from?

**iCOP 2011-2014**

### The Big 10!
- Education Master Plan
- Facilities
- Enrollment Management
- CTE
- Fiscal
- Human Resources
- Program Review
- Staff Development
- Student Success
- Technology

### CCC Strategic Plan
- California Chancellor’s Office and District Policy

### Community
- Local community
- Students
- Partners
- Constituent groups

### LASC
- Mission
- Vision
- Values
- ISLO’s

### Most recent:
- IDP
- PR
- NPR
- Strategic Plan
We need your **Solutions**
To the following three problems:

1. **Flow of information into the Strategic Planning Process**
2. **Communication and Transparency**
3. **Resource Prioritization and Maximization**